

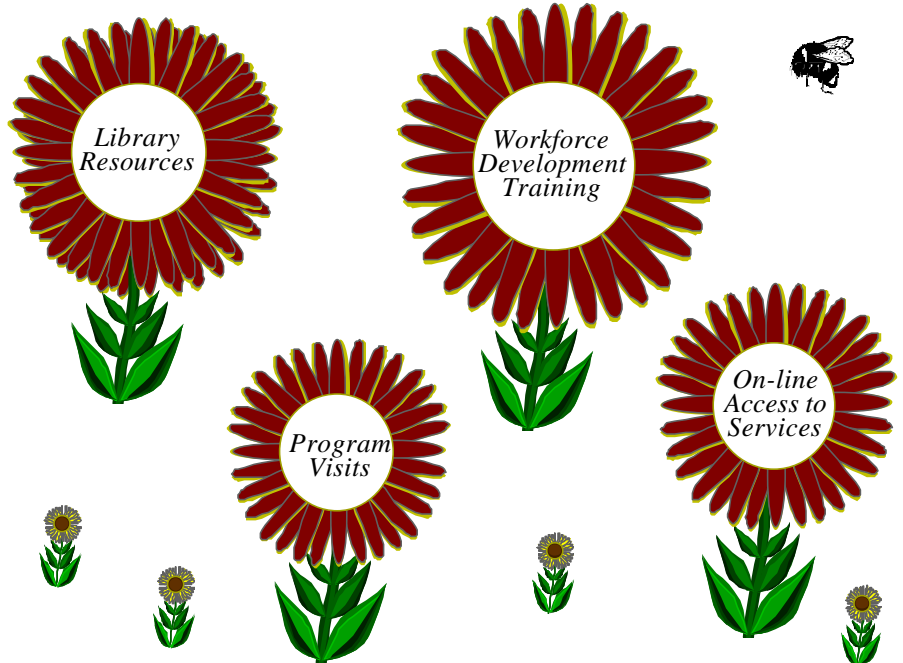
# INFORMATION EXCHANGE

April 2001

## Resources for Workforce Development Programs

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## Look What's Blooming at the ETN!

Let the Employment Training Network's perennial services help your Workforce Investment Act (WIA) program blossom!

Whether you're getting a new program off the ground, or cultivating an existing one, the ETN can provide your agency with professional consultants who conduct training on a garden variety of workforce development topics.

If you're looking for resource materials, the ETN library contains items on over 150 topic areas available for loan.

Or, maybe a visit to another agency to learn first-hand about its programs is just what you need. The ETN will reimburse travel expenses associated with your visit.

Now that we've planted the seed, we hope you will visit us at [trainingnetwork.org](http://trainingnetwork.org) or call us at (916) 654-8896 - and watch your program flourish!



## Workforce Development Update

### Variety of WIA Classes Now Available

The Local Training Response Unit (LTRU) of the Employment Development Department Workforce Investment Division (EDD/WID) is currently offering a variety of classes to provide assistance with the successful operation of your Workforce Investment Act (WIA) program.

**WIA Adult and Dislocated Worker Service Strategies** -

This is a one-day workshop designed specifically for local One-Stop front-line staff who work directly with participants in the WIA program. This workshop will compare case management and assessment strategies to delineate the roles in a One-Stop environment; identify participant motivational factors; and examine effective employer linkages.

**Youth Programs Under the WIA** - This one-day workshop is intended for front-line youth program staff, individuals designing youth programs, and youth council members. This training will focus, in part, on the difference between the Job Training Partnership Act and WIA program requirements; i.e., long term results and performance goals and youth councils.

**Local Partnerships** - This one-day workshop designed specifically for local board members, administrators, management, and supervisors will provide an opportunity to examine the environment of the One-Stop Career Center System, including improving partnerships, decision-making issues, agreements, and customer satisfaction.

**Orientation to Workforce Development** - This one-day course is designed for new One-Stop Career Center staff and will introduce new employees to key concepts and terms in workforce development systems. Content includes funding streams, performance issues, system components (i.e., service strategies) and an overview of the WIA.

**Performance Management** - This one-day class is designed for case managers, job developers, and other staff who have direct contact with WIA participants. This course covers the 15 core and two customer service performance measures prescribed under the WIA, including information regarding caseload management for peak performance.

**Youth Services Strategies** - This is a one-day course designed for front-line staff of Local Workforce Investment Areas, One-Stop representatives, and partners who work directly with youth customers. This class will review

effective methods of youth development designed to move youth into positive education, employment, and citizenship opportunities.

**WIA Fiscal Requirements** - This course reviews the scope of the WIA federal fiscal requirements, including fiscal systems, One-Stop centers, Memoranda of Understanding, allowable costs, and cost allocation/cost pooling.

If you would like to attend a particular LTRU session, please telephone the "host" contact person listed on the Training Calendar located at [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm).

Many LTRU sessions are filled to capacity as they are scheduled. You may, therefore, be interested in hosting a class at your agency. Information on hosting can be found at the LTRU Training Catalogue site located at [www.edd.ca.gov/wiacat.htm](http://www.edd.ca.gov/wiacat.htm).

## MARK YOUR CALENDARS!

**National Association of Job Training Assistance (NAJA) Conference** - *Building a Foundation for WIA*  
San Francisco-April 9-13, 2001  
[www.naja.org/conv2001.htm](http://www.naja.org/conv2001.htm)

**California Workforce Association (CWA) 2001 Spring Conference** - *Surfing the Next Wave*  
San Diego-April 11-13, 2001  
[www.calworkforce.org](http://www.calworkforce.org)

**Sacramento Program Operators Association - Career Developers Conference**  
Sacramento-April 26, 2001  
Contact: Julie McLeod (916) 263-3744  
[www.swol.org/html/conference.html](http://www.swol.org/html/conference.html)

**CWA and Larry Robbin & Associates** - *You're The Glue...Job Developers and Job Retention*  
Sacramento-June 6, 2001  
Los Angeles-June 12, 2001  
[www.calworkforce.org](http://www.calworkforce.org)

## EDD Provides Technical Assistance to Grant Awardees

The Employment Development Department's (EDD) Program Development and Management Division and the Workforce Investment Division have begun efforts to provide technical assistance to the grant recipients recently announced by the Governor. The grant sources include the Federal Workforce Investment Act (WIA) discretionary fund, the Faith-Based Initiative, and the Aging with Dignity Initiative. Below is an overview of each of these newly funded projects and the technical assistance being provided.

### WIA Discretionary Fund

Grants totaling almost \$20 million drawn from the Governor's discretionary fund were announced on February 22, 2001. The grants were awarded, through a competitive process, to 48 agencies to provide a wide range of employment and training services.

According to the Governor's press release, the grants will reach workers with a variety of needs; including at-risk pregnant teens, homeless, non-custodial parents, and farmworkers, and support activities including career assessment, basic education, job placement, job search and on-the-job training.

To view the Governor's press release and obtain a complete listing of grant recipients you may visit the following web site: [calworkforce.org/whatsnew.tpl](http://calworkforce.org/whatsnew.tpl).

The EDD Program Development and Management Division (PDMD) and the Workforce Investment Division (WID) recently conducted regional sessions for the new grant recipients. The purpose of the sessions was to provide the grantees with pertinent information which will assist in the development of the subgrants as well as initial program management. Additional regional sessions are being coordinated by PDMD and WID as part of EDD's ongoing commitment to the successful implementation of WIA projects.

### Faith-Based Initiative

Governor Davis announced, in a February 26, 2001 press release, the award of \$5 million to 20 faith-based organizations throughout California.

According to the press release, the funds for the awards result from an innovative, first-time Faith-Based Initiative outlined in the Governor's FY 2000-2001 Budget. The faith-based programs will serve the gamut of high-risk and hard to employ individuals, including homeless men and women, substance abusers, youths, limited English speaking individuals and non-custodial parents.

To view the Governor's press release and obtain a complete listing of grant recipients you may visit [www.edd.cahwnet.gov/wiaspfb.htm](http://www.edd.cahwnet.gov/wiaspfb.htm).

In response to the needs identified by the new employment and training partnerships established by the Faith-Based Initiative, EDD is planning a regional "best practices" seminar to bring together organizations funded by this initiative. EDD is providing extraordinary technical assistance to awardees to assure the successful implementation of the Faith-Based Initiative.

### Aging with Dignity Initiative

Governor Davis announced, in a January 31, 2001 press release, that 12 grants totaling \$25 million will go to regional partnerships to recruit, train and retain caregivers and healthcare professionals throughout California as part of the Governor's Aging with Dignity Initiative.

The programs, which will run approximately 18 months, are expected to train 5,000 workers. The funding is made up of \$10 million from the State General Fund and \$15 million from the WIA, Title 1.

To view the Governor's press release and obtain a complete listing of grant recipients you may visit [www.edd.cahwnet.gov/wiaspcti.htm](http://www.edd.cahwnet.gov/wiaspcti.htm).

In addition to the technical assistance being provided by the EDD, each of the grant recipients is eligible for Employment Training Network (ETN) services. These services include: on-site consultants, lending library materials, and site visits to exemplary programs. For information on how to access these services, please call Diane Coad at (916) 654-8896. Congratulations to all of the grant recipients!

### *Employer Resources*

## **Resource Center Serves Area Businesses Well**

It all began with an idea by Sacramento Employment Training Agency (SETA) staff to obtain a grant that would assist businesses affected by a local Air Force base closing. The result - the very successful Watt Avenue Business Information Center (BIC)!

The BIC is located at the Watt Avenue Sacramento Works Career Center, which is part of the SETA network of One-Stops. The center works with partners including the Small Business Administration (SBA), the Small Business Development Center (SBDC), Service Corp. of Retired Executives (SCORE), and many other agencies and organizations.

The BIC assists individuals that want to start their own business or improve the business they are currently operating. It offers one on one business counseling, computers with internet access, and a library containing books, videos and computer software. It also provides monthly seminars on how to start a business as well as how to write a powerful business plan, business tax issues, and State and Federal contracting procedures.

Because of the BIC's strategic location within the One-Stop office, employers have ready access to employment services including qualified applicants, interview facilities, and more!

For more information on this popular venture, please call Darlene Conway at (916) 263-9656.

### *Training Provider Inventory*

## **California Training/Education Providers Now On-line**

The California Cooperative Occupational Information System (CCOIS) of the Employment Development Department (EDD) has prepared one of the most comprehensive databases of colleges and vocational training providers in California. It is the California Training and Education Providers (CTEP), formerly called the Enhanced State Training Inventory. CTEP is on-line at [www.soicc.ca.gov/ctep/](http://www.soicc.ca.gov/ctep/).

In addition to the on-line version, the CTEP is also available on compact disc (CD) for just \$40. Call LMID at (916) 262-2162, selection #3, to place an order.

### *Mentoring*

## **Proteus Hires Senior Mentors**

Proteus, Inc. of Fresno County, has hired four people for their Welfare-to-Work Senior Mentoring Project.

The mentors, who are Proteus interns, will begin training for their positions the first week of April, and are scheduled to be matched with existing Proteus clients shortly after the initial training is completed. The mentors will be paid for their part-time involvement with the Welfare-to-Work clients, working on skills to assist them as they transition from welfare to self-sufficiency. The project is funded through June, 2002.

The Senior Mentoring Project was spearheaded by the Employment Development Department (EDD) to assist in post-employment retention of hardest-to-serve Welfare-to-Work participants utilizing the experience, wisdom, and work ethics of senior workers.

The project is being marketed through EDD's Senior Worker Advocate Office. For further information on California's Senior Mentoring Project, please contact David Mayer at (916) 653-6670.

### *Worthy Web Sites*

**[www.miltwright.com](http://www.miltwright.com)** - Milt Wright & Associates is committed to helping organizations work more effectively with people with disabilities. Richard Pimentel, Senior Partner of Milt Wright & Associates, has written an article to address this issue. Scroll down to "MWA Update" within this web site and you will find an article entitled "Working with Persons with Disabilities In a Job Placement/Job Retention Environment".

**[usworkforce.org/factsheets/default.asp](http://usworkforce.org/factsheets/default.asp)** - Fact Sheets containing information on a wide variety of Department of Labor-supported activities and services that are part of America's Workforce Network are now available. These Fact Sheets may be of particular interest to workers, employers, and workforce development professionals.

**[www.servicelocator.org](http://www.servicelocator.org)** - America's Service Locator is a valuable new tool to help locate employment, training or educational resources in a specific geographic area. In addition to program information, users can see maps and get door-to-door directions.

**[www.c-wic.org](http://www.c-wic.org)** - The Welfare Information Network (WIN) site summarizes welfare reform related resources specific to California. It also includes materials from WIN's national web site.

## *Local Area Accomplishments*

### **San Diego CEO Receives Prestigious Award**

Lawrence G. Fitch, President and Chief Executive Officer (CEO) of the San Diego Workforce Partnership, Inc., was recently awarded Workforce Development Professional of the Year by the National Alliance of Business (NAB).

Mr. Fitch's achievements range from positioning the Workforce Partnership as a leader in youth initiatives and cultivating partnerships with business and community leaders to developing an innovative Internet application that serves as the only local job-matching site in San Diego.

NAB is the leading national business organization dedicated to building a world-class workforce through enhanced education, training and skill development. Its annual Distinguished Performance Awards give national recognition to individuals, businesses and organizations whose long-term commitment, innovation and accomplishments have resulted in positive changes.

For more information about programs and services provided by the San Diego Workforce Partnership visit [SanDiegoAtWork.com](http://SanDiegoAtWork.com).

### **LA County Workforce Investment Board Kiosk Project Expands**

The Los Angeles County Department of Community and Senior Services in conjunction with the Workforce Investment Board began their Employment Kiosk Information Network with a one-year pilot and two kiosks in September of 1999. The pilot was so well received that 11 more kiosks were installed through the county between September and November 2000.

Each kiosk is a stand-alone, touch-screen information booth, providing job seekers and the under-employed with immediate information about job opportunities, career counseling, job bank linkages, job search assistance, One-Stop Career Center locations, and other services and programs funded by Los Angeles County. The kiosks are located in high-traffic locations which have easy public access and extended business hours.

Los Angeles County is now in the process of expanding their network to include 13 additional sites. Future plans for kiosks include American with Disabilities Act (ADA) enhancements as well multilingual screen access. For more information please contact Maria Elena Mata at (213) 738-2630.

### **NOVA Workforce Board Receives \$3 Million Grant**

Governor Gray Davis awarded the North Santa Clara Valley Job Training Consortium (NOVA) Workforce Board a job-training grant for \$3 million to provide employment and training services to dislocated workers in Silicon Valley. The grant funds will enable NOVA to continue the project known as STAR, (Skills Testing • Assessment • Reemployment). The grant to NOVA is the tenth in a series authorized by the State of California since 1989, totaling over \$43 million and serving more than 14,000 workers laid off from their employment in the southern Bay Area.

"The overall business climate in Santa Clara County is strong; however, there is still a pressing need for services to dislocated workers," said Governor Davis. "This program provides a unique service delivery system that customizes retraining and placement activities to those individuals displaced by ever changing developments in technology." Although the unemployment rate in the Bay Area is only 1%, achieving a living wage is a harsh reality many displaced workers must face in Silicon Valley. Ever changing demands on the required skills base of the workforce, and a competitive,

slimmed-down market are current factors in job displacement. To help bridge this gap, NOVA has developed an innovative and effective skills training system which assures job seekers a competitive edge in the current job market. The role of NOVA in this environment is to connect workers whose skills are part of the old economy, to the skills they need to join and thrive in the new economy. "While unemployment remains low in our area, there are still many people who lose jobs and need new skills to be marketable," said Mike Curran, Director of NOVA.

The City of Sunnyvale administers NOVA's programs on behalf of a seven-city consortium of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale.

NOVA's services are free to eligible individuals who have been part of a company layoff or closure and are in need of reemployment services. For more information contact NOVA at (408) 730-7232.

## Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

### JOB RETENTION

*30 Ways to Shine as a New Employee, A Guide for Success in the Workplace*, Milt Wright & Associates, Inc. (J2036)

*Job Savvy, How to be a Success at Work*, JIST Works, Inc. (J1382)

### YOUTH

*Violence Prevention and Intervention Readiness for Schools*, KIDSRIGHTS (J2035)

*Local Youth Council Resource Guide*, California Workforce Association (J2031)

*WIA Youth Policy Councils: Key to the Future for a Generation of Challenge*, Johns Hopkins University, Institute for Policy Studies (J2040)

### DECISION MAKING

*Making Good Decisions, Decision-Making Techniques for Your Career and Your Life*, JIST Works, Inc. (J1398)

*I Can Manage Life, Learning to Choose and Grow*, JIST Works, Inc. (J1383)

*Creative Decision Making, Using Positive Uncertainty*, Crisp Publications, Inc. (J2034)



### MOTIVATION/SELF ESTEEM

*I Am Already Successful, 80 Activities on Developing Motivation and Self-Esteem, Workbook & Instructor's Guide*, JIST Works, Inc. (J1394)

### CAREER AND LIFE SKILLS

*Career Preparation, Getting the Most from Training & Education*, JIST Works, Inc. (J1390)

*Knowing Yourself, Learning About Your Skills, Values and Planning Your Life*, JIST Works, Inc. (J1391)

*Preparing for Work, Setting Your Objectives, Education and Training Options, Skills for Success*, JIST Works, Inc. (J1397)

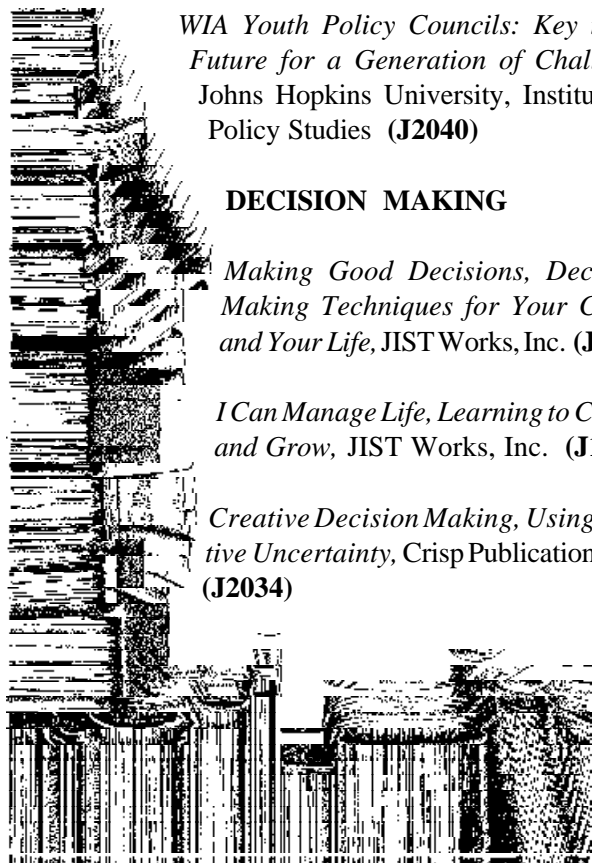
### WELFARE REFORM

*Welfare Time Limits: An Interim Report Card, The Cross-State Study of Time-Limited Welfare*, Manpower Demonstration Research Corporation (J2038)

*The Family Transition Program: Final Report on Florida's Initial Time-Limited Welfare Program*, Manpower Demonstration Research Corporation (J2034)

### EMPLOYMENT AND TRAINING PROGRAMS

*Mobilizing Public Housing Communities for Work, Origins and Early Accomplishments of the Jobs-Plus Demonstration*, Manpower Demonstration Research Corporation (J2037)



## APRIL 2001

*Monday*

*Tuesday*

*Wednesday*

*Thursday*

*Friday*

|   |  |   |  |    |
|---|--|---|--|----|
| 2   | 3<br>WIA Adult/Dislocated Worker<br>Service Strategies<br>San Jose   | 4<br>WIA Adult/Dislocated Worker<br>Service Strategies<br>Richmond                    | 5<br>WIA Adult/Dislocated Worker<br>Service Strategies<br>Hayward; Menlo Park  | 6  |
|   | Performance Management<br>LA City  |   |  |    |
|   | Fiscal Requirements<br>Merced  | Youth Services Strategies<br>Bakersfield  |  |    |
| 9   | 10   | 11  | 12   | 13 |
|   |  | CWA 2001 Spring Conference<br>San Diego-www.calworkforce.org                          |  |    |
| National Association of Job Training Assistance Conference (NAJA) -<br>Building a Foundation for WIA<br>San Francisco-www.naja.org/conv2001.htm |  |   |  |    |
| 16  | 17<br>Local Partnerships<br>San Bernardino County<br>Youth Programs<br>Ventura<br>Performance Mgmt<br>Kern/Inyo/Mono | 18<br>WIA Adult/Dislocated Worker<br>Service Strategies<br>San Bernardino County; CLT | 19<br>WIA Adult/Dislocated Worker<br>Service Strategies<br>Riverside<br>Youth Programs<br>LA County<br>Youth Services Strategies<br>Solano   | 20 |
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| 30  |  |   |  |    |

\*Training in shaded boxes conducted by the Local Training Response Unit - [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm)

## EMPLOYMENT TRAINING NETWORK

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### THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

*Information Exchange* is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - [dcoad@edd.ca.gov](mailto:dcoad@edd.ca.gov); Internet site: [www.trainingnetwork.org](http://www.trainingnetwork.org)

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety areas. Local Workforce Investment Areas (LWIAs) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

**EDD is an equal opportunity employer/program.**